

# Student Group Affiliations and Sponsorship Guidance

## How to Obtain Sponsorships or Affiliations

Sponsorship doesn't just have to be money; it can be discounts, equipment, advertising and more. All sponsorship agreements must be on a DSU contract and submitted to the Opportunities Team. The following are our top things to consider when you are looking for sponsorship:

- Know what you want – it seems obvious but if you don't know what it is you want you won't seem professional. This can be off putting to potential sponsors.
- Know what you can offer back to your sponsor – a sponsor wants to know what they can get back from your group.
- Know how many members you have – if you can guarantee more people to your sponsor then they are likely to sponsor you more.
- Be selective – whoever you seek to obtain sponsorship with should be beneficial to your members. Think about what your members are interested in, how it can develop your group and why you have gone to that company in the first place.
- Know your social media reach – the bigger reach the better it is.
- Build a relationship in advance - look at who you can get in touch with beforehand, this can be done via email, social media or face to face. This can help you in getting better sponsorship.
- Remember you're part of a charity – DSU is a registered charity (1138587) and as such more companies will be more likely to sponsor you.
- Negotiate – don't just settle for what you are offered first time. One of the skills in obtaining sponsorship is negotiating the best deal for both parties.
- Sponsorship can be for a one off event – sponsorship doesn't have to be regular. If you are running a large event look to get sponsorship for it.
- Take the DSU Contract with you – as all sponsorship must go on the DSU Contract make sure you take it with you when you go out to get sponsorship.

## Potential Restrictions on Sponsorship

There are a number of restrictions relating to the selection of sponsors and affiliates. The table below details likely restrictions but it is not always possible to consider every scenario in advance. If either DSU or those developing sponsorship/affiliations proposals have concerns relating to the exclusion of a potential sponsor/affiliate, these can be referred by either party to the DSU Executive for a decision.

- The criteria used to consider restricting potential sponsors are:
  - Conflict with existing sponsorship agreements within DSU or the University.
  - Whether the arrangement represents good value for money.
  - Whether the product or service being promoted is likely to meet the expectations of our membership e.g. is it perceived that our members might be taken advantage of.
  - The reputational standing of the sponsor and whether this would reflect unfavourably on DSU e.g. the company's ethical record.
  - Businesses that are not in good financial standing with DSU or affiliated groups.

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Guidance on likely restrictions	Reason
No sponsorship deals to be made with pizza companies.	DSU has an exclusivity deal with Dominos. This means that no sponsorships can be obtained from competing pizza companies. You are able to approach Dominoes for sponsorship.
Commission based deals that involve tickets being sold on behalf of a venue(s) must be approved in advance.	These often represent poor value for money and risk a group's activity being diverted from its core purpose i.e. the interests of its membership.
Any non-venue related commission based deal must be approved in advance and will be considered on a case- by-case basis.	These often represent poor value for money and risk a group's activity being diverted from its core purpose i.e. the interests of its membership
Nightclub deals must be approved in advance and will be considered on a case-by-case basis. No deals that involve the promotion of nightclubs are possible within the first two weeks of each term.	'DSU Official Night's' have agreed exclusivity in the first two weeks of each term as specified in the bidding process. It is important not to undermine revenues generated by DSU from external advertisers that financially supports existing activities.
No Fitness Club or Gym	DSU has an exclusivity deal with DMU's QE II Leisure Centre. As such the Students' Union can only promote this gym.
Companies that involve gambling will not be approved.	DSU does not believe these are in the best interest of our membership.
No Landlord or Accommodation renting agency other than SULETS	DSU has an exclusivity agreement with SULETS. As such no other companies can be promoted by the Students' Union.
Payday Loan companies will not be approved.	This is a student welfare concern
Alcohol based companies must be approved in advance and will be considered on a case-by-case basis.	This is potentially a student welfare concern so would require careful consideration and be examined on a case by case basis.
No Pub Crawl (Carnage) or mass drinking event can be associated with any sponsorship deal.	This is a student welfare concern.
No sponsorship can be taken with organisations that promote values that disagree with DSU policies.	DSU Policies are written by members of the Union, students, and as such any sponsorship that would pull these policies/ values into contention will not be accepted. This will be examined on a case by case basis.

